THIS IS A

WARNER BROS. *Campaign!*

DANNY KAYE

is the

Inspector General

YOU'D NEVER GUESS WHAT HE INSPECTS!

IN COLOR BY Technicolor

EVERYTHING IS FINE AND DANNY! HERE'S THE DANDIEST, LAUGHIEST, SONG-AND-DANCIEST DELIGHT EVER FROM WARNER BROS.

Never such Danny Kaye-pers! He's a general without an army —except his army of beautiful gal friends. Rush over—and turn over a new laugh for the New Year!

WITH
WALTER SLEZAK • BARBARA BATES ELSA LANCHESTER

PRODUCED BY
JERRY WALD

DIRECTED BY
HENRY KOSTER

Screen Play by Philip Rapp and Harry Kurnitz Suggested by a Play by Nikolai Gogol
Lyrics and Music by The Associate Producer SYLVIA FINE • Musical Direction and Incidental Score by Johnny Green

Mat 402—4 columns x 10¾ inches (596 lines)

(Also in 3-column size. See page 9)

Mat 305—3 columns x 8¾ inches (366 lines)

(Also in 2-column size. See page 5)

Mat 204—2 columns x 4⅛ inches (112 lines)

Country of Origin U.S.A. Copyright 1949 Warner Bros. Pictures Distributing Corporation

Mat 306—3 Columns x 9¼ inches (387 lines)

Good Ad For A Herald! Print Locally

Mt 201—2 columns x 2 inches (54 lines)

Mat 203—2 columns x 2⅝ inches (74 lines)

(Also in 3-column size. See page 9)

do other side

DANNY KAYE

is the Inspector General

for the Lift of a Lifetime

DON'T MISS THE LAUGHIEST, SONG-AND-DANCIEST DANNY KAYE-PERS EVER FROM WARNER BROS! HE'S A GENERAL WITH AN ARMY OF BEAUTIFUL GAL FRIENDS!

Come over and turn over a new Laugh for the New Year!

WITH
WALTER SLEZAK
BARBARA BATES ELSA LANCHESTER
PRODUCED BY JERRY WALD
DIRECTED BY HENRY KOSTER

Screen Play by Philip Rapp and Harry Kurnitz • Suggested by a Play by Nikolai Gogol • Lyrics and Music by The Associate Producer SYLVIA FINE
Musical Direction and Incidental Score by Johnny Green

Mat 302
3 cols. x 7¼ inches
(306 lines)

There'll be Laughter to the rafters!

Danny Kaye

as the general with an army of beautiful babes!

for longer louder laughter and happier songs and dances

YOU CAN'T BEAT the Inspector General

The All-time Comedy Kayo from WARNER BROS.

WITH
WALTER SLEZAK
BARBARA BATES ELSA LANCHESTER
PRODUCED BY JERRY WALD
DIRECTED BY HENRY KOSTER

Screen Play by Philip Rapp and Harry Kurnitz • Suggested by a Play by Nikolai Gogol
Lyrics and Music by The Associate Producer SYLVIA FINE • Musical Direction and Incidental Score by Johnny Green

Mat 207
2 cols. x 7⅜ inches
(208 lines)

(Also in 3-column size. See Page 6)

Never such singin' dancin' Danny Kaye-pers!

DANNY KAYE

the Inspector General

IN COLOR BY Technicolor

WARNER BROS. All-time Comedy Kayo!

WITH
WALTER SLEZAK • BARBARA BATES ELSA LANCHESTER
PRODUCED BY JERRY WALD
DIRECTED BY HENRY KOSTER

Screen Play by Philip Rapp and Harry Kurnitz • Suggested by a Play by Nikolai Gogol
Lyrics and Music by The Associate Producer SYLVIA FINE • Musical Direction and Incidental Score by Johnny Green

Mat 202—2 columns x 1⅞ inches (52 lines)

THE STORY

(Not for Publication)

Danny Kaye is a well-meaning stooge for Walter Slezak's gypsy medicine show. When irate townspeople force them out of business, Danny flees to Brodney, a graft-ridden village of which Gene Lockhart is the mayor. There Danny is mistaken for the Inspector General who has been authorized to dispose of grafting public servants. He is royally welcomed at the mayor's home where he meets lovely Barbara Bates. Slezak shows up and joins forces with Danny, hoping to share in the expected loot. When Danny suddenly turns honest, Slezak plans to blackmail the mayor and murder his former stooge. However, Barbara foils the plot by warning Danny. When the real Inspector General arrives, he has the imposter thrown in jail. But Slezak steals his credentials. This time, the real Inspector General is jailed. Danny, in a surprise move, admits his part in the impersonation. The real Inspector General is so impressed with Danny's honesty that he makes him the new mayor of Brodney, Barbara, of course, becomes the mayor's wife.

(Running Time: 102 Minutes)

Mat 401—4 columns x 6¾ inches (380 lines)

Mat 205—2 columns x 5½ inches (154 lines)

(Also in 3-column size. See page 2)

Mat 209—2 columns x 7 inches (196 lines)

There'll be Laughter to the rafters!

Danny Kaye

as the general with an army of beautiful babes!

for longer louder laughter and happier songs and dances

YOU CAN'T BEAT the

Inspector General

YOU'D NEVER GUESS WHAT HE INSPECTS!

IN COLOR BY Technicolor

The All-time Comedy Kayo from WARNER BROS.

WITH WALTER SLEZAK BARBARA BATES ELSA LANCHESTER

PRODUCED BY JERRY WALD

DIRECTED BY HENRY KOSTER

Screen Play by Philip Rapp and Harry Kurnitz • Suggested by a Play by Nikolai Gogol

Lyrics and Music by The Associate Producer SYLVIA FINE • Musical Direction and Incidental Score by Johnny Green

Mat 308—3 columns x 11⅛ inches (462 lines)

(Also in 2-column size. See page 4)

Here it is — the All-Time Comedy Kayo from Warner Bros!

Mat 103

1 col. x 10⅞ inches (153 lines)

Retouched Ad Art

Retouched art used in the ads in this campaign available as 8 x 10's for your use in lobbies, blow-ups and displays. Order from National Screen.

Mat 102

1 col. x 6 3/8 inches (91 lines)

(Also in 2-column size. See page 10)

Mat 307—3 columns x 9 7/8 inches (411 lines)

BOTH ON ONE MAT

Order Mat 101

1 col. x 1 3/8 inches (19 lines)

1 col. x 2 1/8 inches (29 lines)

Official Billing

WARNER BROS.	50%
Pictures Presents	5%
DANNY KAYE	100%
in	
"THE INSPECTOR GENERAL"	100%
Color by	15%
Technicolor	30%
with	
Walter Slezak	25%
Barbara Bates	10%
Elsa Lanchester	10%
Screen Play By Philip Rapp and Harry Kurnitz	10%
Suggested by a Play by	1%
Nikolai Gogol	2%
Lyrics and Music by The Associate Producer	5%
Sylvia Fine	5%
Musical Direction and Incidental Score by	3%
Johnny Green	3%
Produced by Jerry Wald	25%
Directed by Henry Koster	35%
A Warner Bros.-	5%
First National Picture	½%

Mat 304

3 columns x 8¾ inches
(363 Lines)

(Also in 2-column size. See page 10)

Latest Warner Shorts

"KINGS OF THE ROCKIES" . . . Horses, their development and breeding, are pictured against the contrasting backgrounds of Arabia and Colorado.

6502 . . . Technicolor Sports Parade—10 min.

"WHICH IS WITCH" . . . The village Witch Doctor tries to use Bugs Bunny as an ingredient in a cure-all concoction he is brewing. Bugs isn't willing which makes for lots of laughs.

5724 . . . Bugs Bunny Special (Technicolor) —7 min.

"SO YOU WANT TO BE AN ACTOR" . . . Joe McDoakes plays a ham without a role in this latest McDoakes mirth-master. Joe finally gets a part—behind the 8-ball as usual.

6402 . . . Joe McDoakes Comedy—10 min.

"SNOW CARNIVAL" . . . Champion honors bring chapped hands in this tale of Jack Frost champions presented against a spectacular background of Winter Wonderland.

6003 . . . Technicolor Special—20 min.

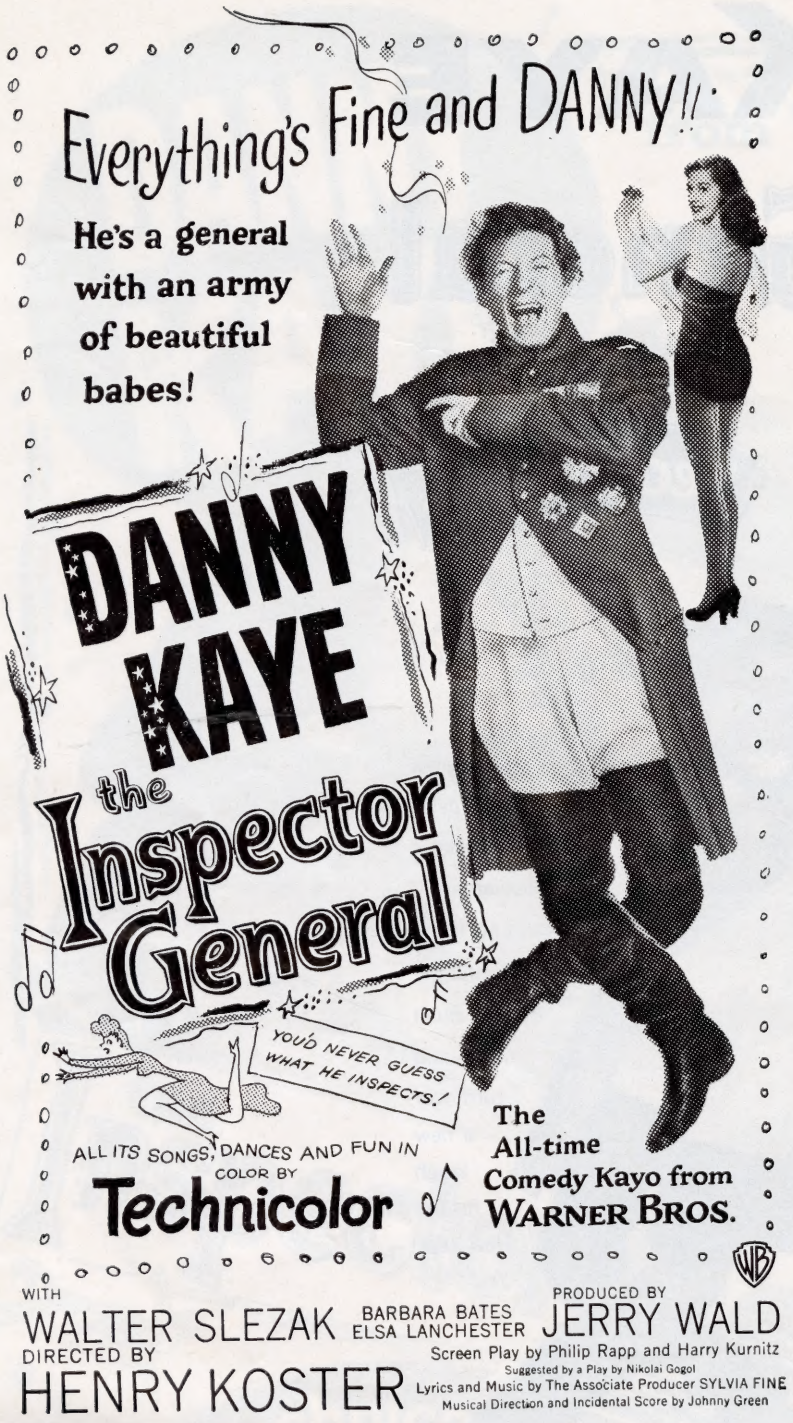
Mat 210—2 columns x 8¼ inches (230 lines)

Mat 303—3 columns x 8¼ inches (342 lines)

(Also in 4-column size. See cover)

Mat 301—3 columns x 4 inches (165 lines)

(Also in 2-column size. See page 3)



Mat 206—2 columns x 7¼ inches (204 lines)

Mat 211—2 columns x 13⅞ inches (386 lines)

(Also in 1-column size. See page 7)

Mat 208—2 columns x 5¾ inches (158 lines)

(Also in 3-column size. See page 8)

START IT OFF! . . . .

With The Four Special Danny Kaye PHOTO INTERVIEWS!

THE QUESTION:
How do you feel about long ocean voyages?
THE ANSWER

"THE **INSPECTOR GENERAL**"
(Danny Kaye to you!) inspects the world at large in this exclusive photo-interview.

THE QUESTION:
What is your opinion of the woman of today?
THE ANSWER

"THE **INSPECTOR GENERAL**"
(Danny Kaye to you!) inspects the world at large in this exclusive photo-interview.

THE QUESTION:
What is your opinion of current world affairs?
THE ANSWER

"THE **INSPECTOR GENERAL**"
(Danny Kaye to you!) inspects the world at large in this exclusive photo-interview.

THE QUESTION:
Who is your favorite screen star?
THE ANSWER

"THE **INSPECTOR GENERAL**"
(Danny Kaye to you!) inspects the world at large in this exclusive photo-interview.

SIX WAYS TO USE:

1) Newspaper Teasers
2) Newspaper Feature Strip
3) Lobby Board
4) Program Insert, Package Stuffer
5) Window Stickers (print on gummed stock)
6) Tack Cards

All four available on one mat. Order "Photo-Interview Mat No. 709-301-X" from National Screen

---

SONG HIT Harms, Inc. publishes "Happy Times," film's song hit, with special motion picture title sheet (see cut).

Publishers' plans now under way for national promotion campaign covering music stores, radio and recordings. For information regarding recordings, other aids for local promotion, contact:

Miss Ethel Shapiro
Music Publishers
Holding Corp.
1250 Sixth Avenue
New York, N.Y.

FREE

RADIO CAMPAIGN

5-Minute Interviews with

DANNY KAYE

and

ALAN HALE

(On Separate Records)

ALSO FREE **. . . Spot Announcements—1-Minute Spot Announcements and 15-Second Station Breaks.**
(All on One Record)

ORDER all records direct from
Warner Bros. Campaign Plan Editor,
321 West 44th Street, New York 18, N. Y.

THREE-DAY NEWSPAPER CONTEST

THE IDEA:

Contestants identify, from scene stills and captions, other Warner comedies based on main character's masquerade (like Danny Kaye who masquerades as "The Inspector General.")

In case of tie, winners are selected on basis of best finish to sentence in contest blank. Scenes and heading as shown are availabe all on one mat. Set caption type locally.

ORDER "Contest Mat No. 709-201-X" from National Screen Service.

(Pick up heading each day.)

FIRST DAY →

Jack Carson and Doris Day starred in this merry comedy about a footloose, fancy-free singer who embarked on a cruise to South America in the guise of a wealthy young married woman.

Name ..... Address .....
The title of the film is .....
I want to see Danny Kaye as "The Inspector General"
because .....

SECOND DAY →

Dennis Morgan and Jack Carson starred in this hilarious comedy about an aristocratic prince masquerading as a "Guy" from the midwest.

THIRD DAY →

Olivia de Havilland and Robert Cummings starred in this lovable comedy about a beautiful Princess who masqueraded as a penniless refugee.

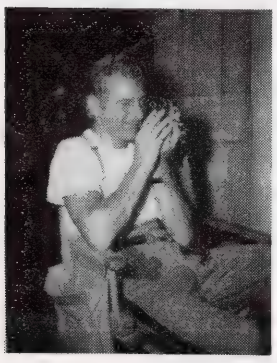
ANSWERS

1st Day—"Romance on the High Seas"
2nd Day—"Two Guys From Milwaukee"
3rd Day—"Princess O'Rourke"

WINDOW TIE-UP STILLS

For dealer displays, merchant co-op ads.

Order "Window Stills No. 709"—set of 4 or individually by number—from National Screen Service.



Cameras
709-Pub.A81

Resort Wear
Bates-201

Furs
Bates-182

Tobacconist
DK-18

"GENERAL" STUNTS AND BALLY

PAGE HIM: In hotel lobbies, railroad depots, other public spots.

"RESERVED" FOR HIM: Plant "Reserved Cards" in local restaurants, night clubs, on park benches, other suitable spots. Copy card reads:

RESERVED for "THE INSPECTOR GENERAL"

BALLY: Send out your own Inspector General—dressed in costume with plenty of braid, medals, tricorne hat similar to Danny Kaye's (see publicity photos on following pages). He carries sandwich boards. Copy reads:

CAN YOU PASS INSPECTION?
See
"THE INSPECTOR GENERAL"
at the Strand

LOBBY AND THEATRE SUGGESTIONS

LOBBY SETPIECE

Blow up and cut out Kaye and Barbara Bates figures from set of retouched ad art stills at National Screen. Drum base and copy lines added locally as required. Use copy suggested or pick up other ad lines. Spot stills around display as shown.

24-SHEET CUTOUT FOR MARQUEE

Kaye figure in 24-sheet measures 9' high, makes effective giant color cutout atop marquee (see cut). For animation, extended arm can be moved back and forth by means of pin at elbow and motor-pulley arrangement.

GIANT PORTRAIT IN COLOR

It stopped traffic in the early playdates. This striking display for lobby, or department store windows. Blow up still No. 709-766 (available at National Screen); retouch portrait in color, add credits in circle and gilt frame.

3 NATIONAL AD-PROMOTION TIE-UPS

SUSKANA NECKTIES

Full-page, four-color ad breaks in New York Times Magazine section (November 6th and 27th issues) and ESQUIRE magazine (November).

A. S. R. LIGHTER

Half-page, two-color ad breaks in LIFE Magazine (November 7) and AMERICAN WEEKLY.

NEW DECCA RECORD!

Danny Kaye records "Happy Times," film's song hit, for Decca . . . . Makes good chance for music store tie-up displays, local radio plugs and music in your lobby.

DANNY KAYE stars in the Warner Bros. Technicolor comedy, "The Inspector General," opening ..... at the ..... Theatre.
Still DK-10 Mat 709-1A

(*Lead Story*)

Riotous Danny Kaye Is 'The Inspector General'

Danny Kaye sweeps the screen in a riotous display of song and dance, clowning, and just plain acting, bringing his amazing versatility into full swing for Warner Bros.' long-awaited film, "The Inspector General." The film, photographed in color by Technicolor, opens ..... at the ..... Theatre.

"The Inspector General" is the play Danny Kaye has long wanted to make into a picture. Its theme of mistaken identity gives the talented entertainer his greatest chance at nonsense with a kick in it.

Portraying a not-too-smart barker in Walter Slezak's gypsy medicine show, Danny is forced out of town by victims of Slezak's nefarious business methods. He finds refuge in a graft-ridden village whose mayor mistakes him for the expected Inspector General and gives him a royal welcome. When Slezak shows up, anticipating a share in Danny's good-fortune, the fireworks begin, never waning right up to a smashingly funny climax.

Musical highlight of the comedy is the "Soliloquy For Three Heads," a quartet sung by the four heads of the one Danny Kaye. Sylvia Fine wrote the score, one of the most novel and unusual ever attempted on the screen.

Walter Slezak, Barbara Bates, Elsa Lanchester and Gene Lockhart round out the cast of "The Inspector General," directed by Henry Koster and produced by Jerry Wald.

Warner Bros. Put Screen Glutton On Kaye Rations

Danny Kaye, who has done practically everything more extravagantly on the screen than any of his predecessors, now eats his way to fame in a scene for Warner Bros.' Technicolor film, "The Inspector General," due ..... at the ..... Theatre.

Many famous eating scenes have been filmed for pictures in the past but probably none quite as funny as the sequence in the Danny Kaye picture. Chaplin made history by cooking and then eating an old shoe in "The Gold Rush." Charles Laughton ate more and with more generous gestures as Henry VIII in the picture named for the English king. The child's party to which no guests came in "Stella Dallas" is another memorable "dinner" sequence, even today.

In the new Kaye film, the entertainer consumes more than 40 canapes, dissects one roast and downs three quarts of various beverages—a screen meal to end all screen meals. It should be quite some time before any actor will be willing to undertake to outeat Danny Kaye, after seeing "The Inspector General" at the dinner table.

DANNY KAYE
Still 709-771 Mat 709-1D

Benny Baker Gifted With Kiss of Fame

There is a whispering campaign among the contract beauties at Warner Bros. to the effect that if you want to become a big star just get kissed by Benny Baker.

Baker, currently appearing in the Danny Kaye starrer, Warner Bros.' Technicolor film, "The Inspector General," at the ..... Theatre, has kissed only three girls during his entire stage and screen career, but two of them became stars and one soon will be.

His first stage kiss was for a young girl named Davis in a play called "Laugh That Off" many years ago. The ingenue's first name was Bette.

Second, this heavy-set comedian found himself kissing a young lady named Betty Garrett in a New York show called "Jackpot." Miss Garrett is currently preparing for stardom at Metro.

The third lucky girl whose fortunes soared not long after smooching Benny in a scene from a play was Patricia Neal, who scored so heavily in "The Fountainhead," and will soon be co-starred with Ronald Reagan in Warner Bros.' "The Hasty Heart."

Baker, a native of Missouri, began his career in advertising but worked his way into a vaudeville act with Lou Holtz. His recent films include "Joe Palooka in the Knockout" and "My Girl Tisa."

"The Inspector General," which features Walter Slezak, Barbara Bates, Gene Lockhart and Alan Hale, was produced by Jerry Wald. Henry Koster directed for Warner Bros. Sylvia Fine wrote Kaye's songs.

Izzick, Gizzick Have Film Cast Seeing Double

A new high has been reached in naming a pair of twin characters for Warner Bros.' new Technicolor comedy, "The Inspector General," the Danny Kaye starring film at the ..... Theatre.

Izzick and Gizzick are the names.

They are played by Lew and Sam (Schlepperman) Hearn, two old-time vaudeville and musical comedy headliners.

In real life the Hearn brothers are 6 years apart and merely bear each other a resemblance. Identical moustaches, birthmarks and dyeing their thinning hair serves to twin them.

With a total of 77 years in show business, this will be the first time they have ever worked together.

BARBARA BATES approvingly inspects the "General." The film is "The Inspector General," Warner Bros.' Technicolor comedy starring Danny Kaye, which opens at the ..... Theatre on .....
Still 709-664 Mat 709-2B

Kaye Stars in Pic

Warner Bros.' "The Inspector General" opening today at the ..... Theatre, stars Danny Kaye in the madcap tale of an illiterate young gypsy who becomes a high official of a mythical country.

THE CAST

Georgi	Danny Kaye
Yakov	Walter Slezak
Leza	Barbara Bates
Maria	Elsa Lanchester
The Mayor	Gene Lockhart
Kovatch	Alan Hale
Col. Gastine	Walter Catlett
Inspector General	Rhys Williams
Telecki	Benny Baker
Lazlo	Norman Leavitt
Gizzick	Sam Hearn
Izzick	Lew Hearn
Gregor	Nestor Paiva
Burbis	Byron Foulger
A Lieutenant	Lennie Bremen

Be Serious to Make 'Em Laff, Says Kaye

"Being funny is no laughing matter," says Danny Kaye.

The wiry, golden-haired entertainer, currently making passes at farce in Warner Bros.' Technicolor comedy, "The Inspector General," at the ..... Theatre, has a special problem milking belly-laughs out of his films.

"I'm not a gag comic," says Danny. "What I need are situations and character."

Kaye has the greatest respect for funny men who make a living making with jokes but he says his face just happens to be more expressive than his vocal chords.

Danny spends all his time studying human weaknesses that are apparent in real life. Then he beats his brains out trying to fit them into the situations in his movies. A madcap clown who, without rehearsal, has often walked out on a stage and tried out a brand new eight-minute routine without ever having rehearsed it, Kaye is a director's nightmare.

"For years," says Danny, "I have been entertaining my friends with a satire on the busy eater. You know, the guy who concentrates like a hog on four different dishes at the same time and stuffs his face with food, never listening to the conversation? You've seen thousands of them in restaurants. Well, no one thought that four minutes of straight eating would be funny in this picture but I talked them into letting the camera roll till I finished a whole meal—and now it's in the picture."

Sylvia Fine wrote a national anthem for a non-existent country and Danny drove himself crazy because he felt static mugging his way through while the people sang it in the public square. Then he puzzled out the answer—again based on human weakness.

"You know," he said, "how people stumble through the Star Spangled Banner pretending they know the words? That's what I'll do."

Danny always prefers routines adapted from real life.

GENERAL HILARITY is the order of the day with Danny Kaye in the title role of Warner Bros.' laugh-filled Technicolor comedy, "The Inspector General", due ..... at the ..... Theatre.
Still 709-687 Mat 709-2C

BARBARA BATES provides the beauty and romance for Warner Bros.' Technicolor mirth-filled, "The Inspector General", Danny Kaye-starrer coming.....to the..... Theatre.
Still Bates-31 Mat 709-1C

COLUMN ITEMS

DID YOU KNOW

That Danny Kaye auctioned off Jack Benny's fiddle in Gimbel's basement for a million dollars during a World War II Victory Drive?

That Walter Slezak's father, Leo, was one of the greatest European opera stars?

That Danny Kaye still gets some of Sammy Kaye's fan mail?

That Walter Slezak was given his start in pictures by Michael Curtiz, but never worked for the great director in America?

That Danny Kaye speaks Japanese?

That Danny Kaye wears a pink beard in a sequence for "The Inspector General"?

That Walter Slezak's first American film break came as a result of a speech he gave at Texas University?

That Danny Kaye's hair catches fire in a sequence for "The Inspector General"?

That Elsa Lanchester played the daughter of her real-life husband, Charles Laughton, in the successful play of some years back, "Payment Deferred"?

That Danny Kaye kisses a girl for the first time on the screen in "The Inspector General"?

DANNY KAYE fishes for laughs, using his most hilarious routines as the bait, in "The Inspector General," current Warner Bros. Technicolor comedy at the ..... Theatre.
Still 709-703 Mat 709-1B

Four Heads Better Than One in Kaye Film

Danny Kaye sings the most difficult musical number he has ever attempted, "Soliloquy for Three Heads," in Warner Bros.' rollicking musical film, "The Inspector General," which opens at the ..... Theatre on .....

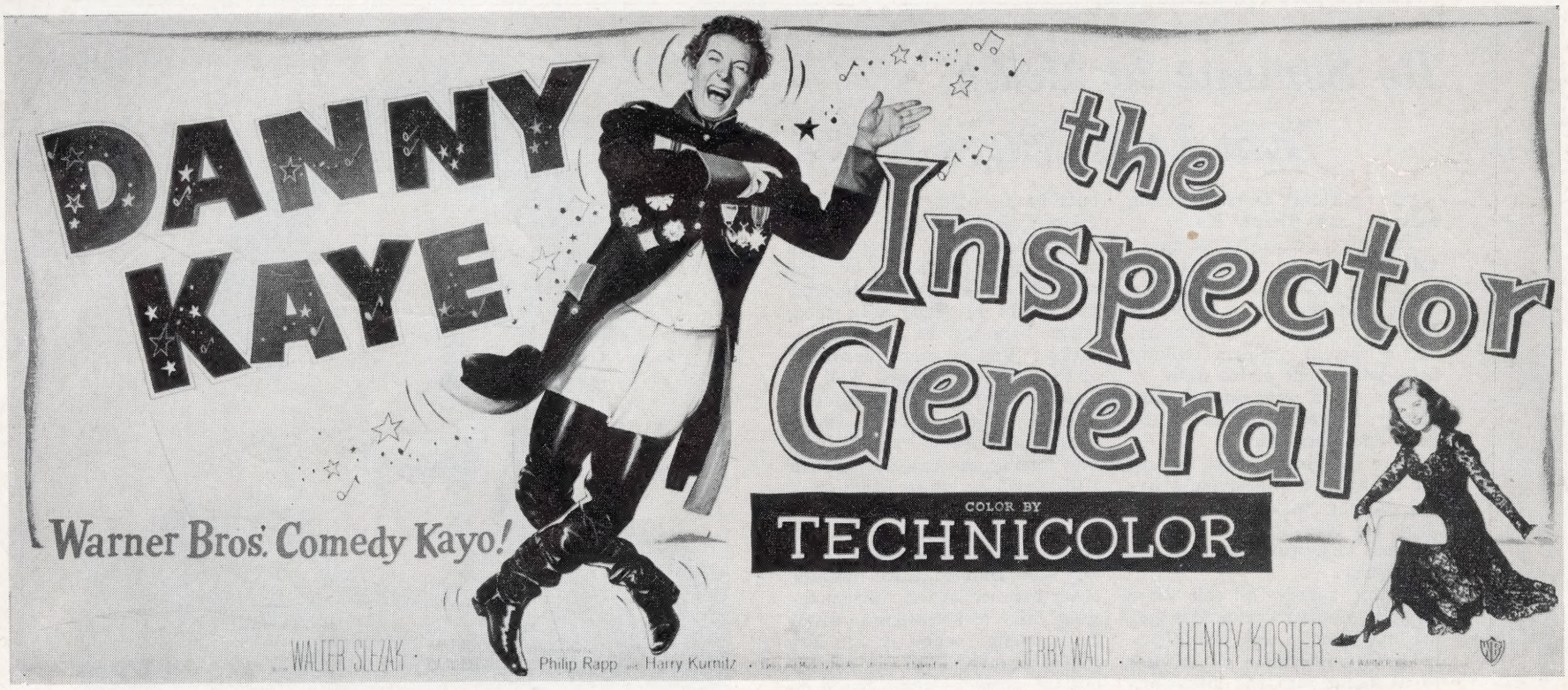
The number shows four Danny Kayes, one singing solo, two singing a duet, three singing as a trio and four as a quartet. Kaye not only carries the harmony, but the counterpoint as well.

"The Inspector General," filmed in color by Technicolor, stars Danny Kaye and features Walter Slezak, Barbara Bates, Elsa Lanchester and Gene Lockhart. Henry Koster directed.

THE PRODUCTION

Produced by Jerry Wald. Music and Lyrics by the Associate Producer, Sylvia Fine. Directed by Henry Koster. Screen Play by Philip Rapp and Harry Kurnitz. Suggested by a Play by Nikolai Gogol. Photography by Elwood Bredell, A.S.C. Art Director, Robert Haas, Film Director, Rudi Fehr. Sound by C. A. Riggs. Set Decorator, Fred M. MacLean. Choreography by Eugene Loring. Special Effects by Edwin Dupar, A.S.C. Musical Direction and Incidental Score by Johnny Green. Technicolor Color Director, Natalie Kalmus; Associate: Mitchell Kovaleski. Makeup Artist, Perc Westmore. Costumes by Travilla. Assistant Director, Art Lueker. Unit Manager, Al Alleborn.

WHEN IT COMES TO EATING, Elsa Lanchester has to hand it to Danny Kaye in a comic sequence for Warner Bros.' Technicolor comedy "The Inspector General," currently at the ..... Theatre.
Still 709-30 Mat 709-2A



POSTERS

24 SHEET

ALSO AVAILABLE

Colored 22 x 28
Colored 11 x 14's
Insert Card • Slide
Window Card

Order all accessories from National Screen.

6 SHEET

1 SHEET

3 SHEET

TWO 40 x 60's

Style Y

Style Z

Scanned from the United Artists collection at the Wisconsin Center for Film and Theater Research, with support from Matthew and Natalie Bernstein.

http://wcftr.commarts.wisc.edu

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www.mediahistoryproject.org